

## PURPOSE

The purpose of this policy is to inform all Michigan Department of Health and Human Services (MDHHS) employees of the process regarding the use of GovDelivery by the department.

## DEFINITIONS

**GovDelivery** is a tool available to use by all MDHHS employees. This program allows for one-way communication to lists upwards of thousands of contacts. This tool is available to MDHHS employees through a statewide contract.

## POLICY

It is the policy of the MDHHS that all GovDelivery accounts and administrators must be approved and properly trained prior to using the tool. Individual bureaus, programs, and divisions may request to use GovDelivery but must attend a one-hour online administrator training in order to do so.

All content sent out through GovDelivery must be approved by the MDHHS Communications Office prior to sending. This ensures that all content sent through the MDHHS account is appropriate and in line with MDHHS and State of Michigan messaging. Exceptions to content approval must be granted by the MDHHS Communications Office and are up to their discretion.

Once an account has been created, in order to create a list for a user, the following information must be provided to the MDHHS Communications Office:

1. Name of the list/topic.
2. One to two paragraph description of the content sent out to the list subscribers.
3. Privacy setting of the list: a) Available for anyone to publicly sign up for, or b) Private list of subscribers owned by the topic administrator.

## PROCEDURE

### **MDHHS Employee**

Before becoming an administrator for GovDelivery an MDHHS employee must complete the following actions:

1. Take a one-hour online GovDelivery Administrator Training.
2. Send list/topic information to MDHHS Communications Office to create list.
3. Send all draft GovDelivery messages to the MDHHS Communications Office for approval before sending.

### **MDHHS Communications Office**

The MDHHS Communications Office will perform the following tasks:

1. Send GovDelivery administrator training dates to staff requesting to use the tool.
2. Create topic administrators and lists/topics as requested and approved.
3. Edit and approve GovDelivery email messages in a timely fashion (at most, one business day).

### **REFERENCES**

The Official MDHHS GovDelivery sign up page can be found at <https://public.govdelivery.com/accounts/MIDHHS/subscriber/new>.

### **CONTACT**

For additional information, please contact the MDHHS Communications office at 517-241-2112.